REMARKS/ARGUMENTS

The Applicant thanks the Examiner for the Office Action dated April 27, 2007.

Claim Rejections – 35 USC 103

In response to the rejection of obviousness being maintained by the Examiner, claims 1-18 have been cancelled.

Hitherto, the Examiner has alleged that claims 19 and 37 "recite limitations that are similar and in the same scope of invention as to those in claim 1". The Applicant contests this assertion and further submits that claims 19 and 37 are not obvious in view of the cited documents.

Claims 19 and 37 each specify the additional limitation of generating association data using the transmitted data from the printer. The association data is representative of an association between the document information and the identity information.

The creation of an association between the document information and the identity information is an important step in generating the Applicant's interactive "netpages". With each document being indexed to a unique identity, a computer system is able to interpret user interactions with the printed page, once the computer system receives the relevant identity data from an optical sensing device reading the coded data.

The Applicant agrees with the Examiner's interpretation of Moscato insofar as Moscato teaches a means by which Dymetman might verify that his coded data has been printed correctly. By comparing a captured image of the printed coded data with original print data, there is provided a mechanism by which the accuracy of printing may be verified.

However, unlike Moscato, the present invention does not use the sensed image to compare a printed image with original print data. Instead, the present invention decodes the sensed image to obtain identity information, and then transmits this identity information to a computer system.

It is true that Mori also decodes barcodes to obtain identity information. However, Mori does not then generate an association between the identity information and document information. Rather, Mori uses the identity information to order a re-print of the document. Each time Mori scans a barcode, the printer is ordered to print a copy of the document just scanned. This is clearly not what happens in the present invention.

In any event, as has been argued previously in respect of Mori, there is no motivation to combine the sensor arrangement described by Moscato with Mori's re-printing system. The result of sensing *each* document printed (as taught by Moscato) would be farcical, because this would result in Mori endlessly generating copies of the same document. For this reason, the teachings of Moscato and Mori would not be combined by the person skilled in the art.

In summary, the Applicant submits that none of the prior art teaches the claim feature of generating association data representative of an association between the document information and the identity information. Moscato merely compares printed images with original print data; Mori uses identity information to order re-prints only.

As regards Dymetman, this document contains no details of a specific printing apparatus and has been relied upon solely for its disclosure of printed coded data containing identity data.

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

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